



KNXV

**KNXV-TV  
PHOENIX****ORDER**

Print Date 07/23/12 Page 1 of 3

Flight Dates 07/24/12-07/30/12Contract / Revision 304765 / **Wil Cardon for Senate 2012**Original Date / Revision  
07/23/12 07/23/12Advertiser Cardon / Republican / SenatProduct  
PO Box 288  
Alexandria, VA 22313Agency Media Placement TechnologBuying Contact500 N Washington Street - Suite #3  
Alexandria, VA 22314Sales Office EWSDCSales Region NATAgency RefOrder Sep 00:20:00Estimate # TV: 07240730 :15'sAlt Order #Billing Type CashOrder Type GENERALBilling Cycle EOM/EOCBilling Calendar BROADCASTDemographic A25-54Rev Codes POL POL CANDProduct Codes PLPriority P-3Advertiser RefPrimary Account Executive

Dave Lombardo

Account Executive Order% Start Date End Date

Dave Lombardo 100%

Tanya Winscott %

Order Share % Market ValueCompeting Station % of Order Amount

|       |      |  |
|-------|------|--|
| CABLE | %    |  |
| KASW  | %    |  |
| KDRX  | %    |  |
| KPHO  | %    |  |
| KPNX  | %    |  |
| KPPX  | %    |  |
| KSAZ  | %    |  |
| KTVK  | %    |  |
| KTVW  | %    |  |
| KUSK  | %    |  |
| KUTP  | %    |  |
| UNKWN | 100% |  |

**Order Totals****Billing Plan**

| Month         | # of Spots | Net Amount         | Gross Amount       | Rating      | Start Date | End Date | # Spots | Net Amount  | Gross Amount |
|---------------|------------|--------------------|--------------------|-------------|------------|----------|---------|-------------|--------------|
| July 2012     | 22         | \$11,135.00        | \$13,100.00        | 0.00        | 06/25/12   | 07/29/12 | 22      | \$11,135.00 | \$13,100.00  |
| August 2012   | 5          | \$1,593.75         | \$1,875.00         | 0.00        | 07/30/12   | 07/30/12 | 5       | \$1,593.75  | \$1,875.00   |
| <b>Totals</b> | <b>27</b>  | <b>\$12,728.75</b> | <b>\$14,975.00</b> | <b>0.00</b> |            |          |         |             |              |

| Ln | Ch   | Start             | End             | Inventory Code         | Break | Start/End Time | Days    | Len     | Spots             | Rate        | Pri | Rtg           | Type | <u>Totals</u><br>Spots Amount |          |
|----|------|-------------------|-----------------|------------------------|-------|----------------|---------|---------|-------------------|-------------|-----|---------------|------|-------------------------------|----------|
| 1  | KNXV | 07/24/12          | 07/30/12        | M-F 6-7am<br>M-F 6-7am | CM    | 6am-7am        | 1111--- | :15/:15 | 4                 | \$225.00    | P-3 | 0.00          | BK   | 4                             | \$900.00 |
|    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>        |       |                |         |         | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |                               |          |
|    |      | Week: 07/23/12    | 07/29/12        | -111---                |       |                |         |         | 3                 | \$225.00    |     | 0.00          |      |                               |          |
|    |      | Week: 07/30/12    | 08/05/12        | 1-----                 |       |                |         |         | 1                 | \$225.00    |     | 0.00          |      |                               |          |
| 2  | KNXV | 07/24/12          | 07/30/12        | M-F 7-9am<br>M-F 7-9am | CM    | 7am-9am        | 111-1-- | :15/:15 | 4                 | \$225.00    | P-3 | 0.00          | BK   | 4                             | \$900.00 |
|    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>        |       |                |         |         | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |                               |          |



KNXV

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# **KNXV-TV PHOENIX**

Contract / Revision **304765** Flight Dates **07/24/12-07/30/12**

Hiatus Dates

Original Date / Revision 07/23/12/ 07/23/12

Order Sep 00:20:00

Advertiser **Cardon / Republican / Sena** Product **Wil Cardon for Senate 2012** Estimate # **TV: 07240730 :15's**

| Ln  | Ch   | Start             | End             | Inventory Code                        | Break | Start/End Time | Days    | Len     | Spots             | Rate        | Pri | Rtg           | Type | Totals |            |
|-----|------|-------------------|-----------------|---------------------------------------|-------|----------------|---------|---------|-------------------|-------------|-----|---------------|------|--------|------------|
|     |      |                   |                 |                                       |       |                |         |         |                   |             |     |               |      | Spots  | Amount     |
| 2   | KNXV | 07/24/12          | 07/30/12        | M-F 7-9am<br>M-F 7-9am                | CM    | 7am-9am        | 111-1-- | :15/:15 | 4                 | \$225.00    | P-3 | 0.00          | BK   | 4      | \$900.00   |
|     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                       |       |                |         |         | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|     |      | Week: 07/23/12    | 07/29/12        | -11-1--                               |       |                |         |         | 3                 | \$225.00    |     | 0.00          |      |        |            |
|     |      | Week: 07/30/12    | 08/05/12        | 1-----                                |       |                |         |         | 1                 | \$225.00    |     | 0.00          |      |        |            |
| 3   | KNXV | 07/28/12          | 07/28/12        | Sa 6-7am GMA<br>Sa 6-7am Good Morning | CM    | 6am-7am        | -----S- | :15/:15 | 1                 | \$75.00     | P-6 | 0.00          | BK   | 1      | \$75.00    |
|     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                       |       |                |         |         | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|     |      | Week: 07/23/12    | 07/29/12        | -----S-                               |       |                |         |         | 1                 | \$75.00     |     | 0.00          |      |        |            |
| 4   | KNXV | 07/29/12          | 07/29/12        | Su 6-7am GMA<br>Su 6-7am Good Morning | CM    | 6am-7am        | -----S  | :15/:15 | 1                 | \$75.00     | P-6 | 0.00          | BK   | 1      | \$75.00    |
|     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                       |       |                |         |         | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|     |      | Week: 07/23/12    | 07/29/12        | -----S                                |       |                |         |         | 1                 | \$75.00     |     | 0.00          |      |        |            |
| 5   | KNXV | 07/25/12          | 07/30/12        | M-F 5pm-530pm<br>M-F 5pm-530pm        | CM    | 5pm-530pm      | 1-1-1-- | :15/:15 | 3                 | \$450.00    | P-3 | 0.00          | BK   | 3      | \$1,350.00 |
|     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                       |       |                |         |         | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|     |      | Week: 07/23/12    | 07/29/12        | --1-1--                               |       |                |         |         | 2                 | \$450.00    |     | 0.00          |      |        |            |
|     |      | Week: 07/30/12    | 08/05/12        | 1-----                                |       |                |         |         | 1                 | \$450.00    |     | 0.00          |      |        |            |
| 6   | KNXV | 07/24/12          | 07/27/12        | M-F 6pm-630pm<br>M-F 6pm-630pm        | CM    | 6pm-630pm      | -1-11-- | :15/:15 | 3                 | \$450.00    | P-3 | 0.00          | BK   | 3      | \$1,350.00 |
|     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                       |       |                |         |         | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|     |      | Week: 07/23/12    | 07/29/12        | -1-11--                               |       |                |         |         | 3                 | \$450.00    |     | 0.00          |      |        |            |
| 7   | KNXV | 07/28/12          | 07/28/12        | Sa 6pm News<br>SA 6pm-630p            | CM    | 6pm-630p       | -----S- | :15/:15 | 1                 | \$250.00    | P-3 | 0.00          | BK   | 1      | \$250.00   |
|     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                       |       |                |         |         | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|     |      | Week: 07/23/12    | 07/29/12        | -----S-                               |       |                |         |         | 1                 | \$250.00    |     | 0.00          |      |        |            |
| 8   | KNXV | 07/29/12          | 07/29/12        | Su 5pm News<br>SU 5pm-530pm News      | CM    | 5pm-530pm      | -----S  | :15/:15 | 1                 | \$250.00    | P-3 | 0.00          | BK   | 1      | \$250.00   |
|     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                       |       |                |         |         | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|     |      | Week: 07/23/12    | 07/29/12        | -----S                                |       |                |         |         | 1                 | \$250.00    |     | 0.00          |      |        |            |
| E 9 | KNXV | 07/24/12          | 07/30/12        | M-F 630pm-7pm<br>M-F 630pm-7pm        | CM    | 630pm-7pm      | 11-1--  | :15/:15 | 3                 | \$750.00    | P-3 | 0.00          | BK   | 3      | \$2,150.00 |
|     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                       |       |                |         |         | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|     |      | Week: 07/23/12    | 07/29/12        | -1-1---                               |       |                |         |         | 2                 | \$700.00    |     | 0.00          |      |        |            |
|     |      | Week: 07/30/12    | 08/05/12        | 1-----                                |       |                |         |         | 1                 | \$750.00    |     | 0.00          |      |        |            |
| 10  | KNXV | 07/27/12          | 07/27/12        | Friday 8-10pm<br>Friday 8-10pm        | CM    | 8-10pm         | ----F-- | :15/:15 | 1                 | \$2,000.00  | P-3 | 0.00          | BK   | 1      | \$2,000.00 |
|     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                       |       |                |         |         | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|     |      | Week: 07/23/12    | 07/29/12        | ----F--                               |       |                |         |         | 1                 | \$2,000.00  |     | 0.00          |      |        |            |
| 11  | KNXV | 07/27/12          | 07/27/12        | Friday 8-10pm<br>Friday 8-10pm        | CM    | 8-10pm         | ----F-- | :15/:15 | 1                 | \$3,000.00  | P-3 | 0.00          | BK   | 1      | \$3,000.00 |
|     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                       |       |                |         |         | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|     |      | Week: 07/23/12    | 07/29/12        | ----F--                               |       |                |         |         | 1                 | \$3,000.00  |     | 0.00          |      |        |            |
| 12  | KNXV | 07/29/12          | 07/29/12        | Sunday Prime A<br>AFHV                | CM    | 6pm-7pm        | -----S  | :15/:15 | 1                 | \$2,000.00  | P-3 | 0.00          | BK   | 1      | \$2,000.00 |
|     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                       |       |                |         |         | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|     |      | Week: 07/23/12    | 07/29/12        | -----S                                |       |                |         |         | 1                 | \$2,000.00  |     | 0.00          |      |        |            |
| 13  | KNXV | 07/24/12          | 07/30/12        | M-F 430pm-5pm<br>M-F 430pm-5pm        | CM    | 430pm-5pm      | 11-1--  | :15/:15 | 3                 | \$225.00    | P-6 | 0.00          | BK   | 3      | \$675.00   |
|     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                       |       |                |         |         | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|     |      | Week: 07/23/12    | 07/29/12        | -1-1---                               |       |                |         |         | 2                 | \$225.00    |     | 0.00          |      |        |            |
|     |      | Week: 07/30/12    | 08/05/12        | 1-----                                |       |                |         |         | 1                 | \$225.00    |     | 0.00          |      |        |            |



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PHOENIX**Contract / Revision    **304765**    Flight Dates **07/24/12-07/30/12**Hiatus DatesOriginal Date / Revision    07/23/12/    07/23/12Order Sep    00:20:00Advertiser    **Cardon / Republican / Sena** Product **Wil Cardon for Senate 2012** Estimate #    **TV: 07240730 :15's**

| Ln | Ch   | Start    | End      | Inventory Code                 | Break | Start/End Time | Days    | Len     | Spots | Rate     | Pri | Rtg  | Type | Totals |          |
|----|------|----------|----------|--------------------------------|-------|----------------|---------|---------|-------|----------|-----|------|------|--------|----------|
|    |      |          |          |                                |       |                |         |         |       |          |     |      |      | Spots  | Amount   |
| 13 | KNXV | 07/24/12 | 07/30/12 | M-F 430pm-5pm<br>M-F 430pm-5pm | CM    | 430pm-5pm      | 11-1--- | :15/:15 | 3     | \$225.00 | P-6 | 0.00 | BK   | 3      | \$675.00 |

\*Tax 1 Note: Tax 0.5%.

Totals    27    \$14,975.00